

Katelyn M. Housler
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EDUCATION

Farmville, VA
August 2018 – May 2021

Longwood University

Bachelor of Science in Business Administration, Concentration: Marketing

- Cumulative GPA: 4.00
- Honors: President's List (2 semesters), Cormier Honors College

EXPERIENCE

Farmville, VA
August 2019 – Present

Longwood University Campus Recreation

Marketing Supervisor

- Created marketing campaigns on social media and interactively on campus
- Produced over 100 marketing materials in the form of pictures, videos, brochures, and pamphlets

Alpharetta, GA
May 2019 – Present

Siemens

Administrative Functional Support Intern

- Oversaw and coordinated with sales managers to implement a Sales User Feedback program leading up to the release of a new CRM program
- Wrote a 1,500 page Salesforce user guide to be used by Siemens salespeople in the United States region
- Developed training materials to be used in rollout of the CRM

Cumming, GA
June 2018 – August 2018

Panera Bread

Cashier

- Provided excellent customer service to over 200 customers each day
- Trained two employees in customer service and efficiency

Alpharetta, GA
May 2017 – July 2017

Siemens

Administrative Functional Support Intern

- Represented the United States region in choosing a new global CRM tool by analyzing Salesforce and Oracle Sales Cloud
- Restructured the Digital Industries sales certification program
- Developed a user guide for the Siemens POS system

Cumming, GA
August 2016 – May 2018

The Birdcage School Store

Store Manager

- Managed 15 employees each year by creating schedules and ensuring that duties were fully completed
- Oversaw the store's finances and designed marketing campaigns to increase profits
- Scheduled the reordering of inventory each week

Alpharetta, GA
February 2015 – April 2018

Newtown Recreation

Lacrosse Official

- Facilitated the safe game-play of elementary, middle school, and high school aged girls
- Interacted with coaches and parents by respectfully explaining the rules of the game

LEADERSHIP ACTIVITIES

Farmville, VA
April 2019 – Present

Delta Sigma Pi, Longwood University

Vice President of Finance

- Reconfigured the finances of the fraternity and ensured proper procedures would be followed in the future
- Managed a \$5,000 budget for the chapter and eight different committees